

Ames, Allan P.

October 16, 1933

[Ames + Knorr,

2 Park Ave]

AMES & NORR

2 PARK AVENUE

NEW YORK

ALLAN P. AMES

ISROY M. NORR

October 16, 1933.

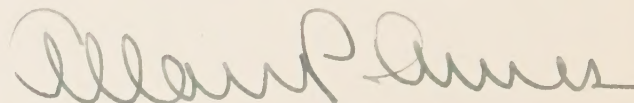
Mr. Howland Wood,  
Curator,  
American Pneumismatic Society,  
Broadway at 156th Street,  
New York, N. Y.

My dear Wood:

The proposal for a group publicity service to promote interest in New York City museums which I discussed with you last summer, at its inception, has taken definite form. While you assured me that the idea would not interest your society, I am sending you a statement describing the plan because I know you are interested personally.

If you change your mind about the benefit of such a service to the American Pneumismatic Society, or if you think of any other museum organization which ought to know about this proposal, please let me know.

Cordially yours,



APA/n  
Enclosure

A SERVICE  
to increase  
PUBLIC APPRECIATION, USE AND SUPPORT  
of the  
MUSEUMS OF THE CITY

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The suggestions here set forth originated in discussions with the heads of three important New York museums. Each was concerned with the problems of making the money and effort represented by his exhibits pay larger dividends in service rendered, and of justifying the appeal for public support demanded of him by his budgetary requirements.

Operating expenses for the last fiscal year had averaged for these institutions approximately two dollars for each man, woman and child who had passed their portals. These costs, to large extent, are independent of the number of persons using the facilities offered and depend, instead, more upon the character of the field the museum seeks to cover and the thoroughness with which it achieves its purpose.

But, if attendance could be doubled, OPERATING FUNDS WOULD GO TWICE AS FAR TOWARD FULFILLING THE PURPOSE FOR WHICH THEY WERE GIVEN.

Like most heads of museums, relying, in part or in whole,



upon annual contributions, these directors knew that the prosperity and growth of their institutions rested largely upon their success in showing the people of New York the part these institutions play in the general scheme of public education and social progress.

They fully appreciated the power of the newspapers and the magazines to advance their cause and the willingness of editors to cooperate. But they realized that the great majority of museums lack the means to take full advantage of these opportunities. Very few can afford to employ as staff members trained publicity writers familiar with press requirements.

In this situation Ames & Norr has undertaken to render a group publicity service for such institutions at a very low unit cost to each subscriber. This service is available to a few more museums desirous of extending their influence into wider fields and of winning greater public support. It operates as follows:

#### Plan of Operation

The service undertakes full responsibility for all the subscriber's publicity work.

A member of the Ames & Norr staff maintains contact at all times, visiting the subscriber at least once a week and being always on call for special assignments.

It is the duty of this staff member not only to prepare and distribute to the newspapers of New York and vicinity articles and news items promoting the subscriber's interests, but also to make a careful study of the institution, to recommend special activities and advise the client in all matters pertaining to public relations.

The service includes not only the writing and placing of newspaper and magazine articles but also the preparation of printed literature -



booklets, folders, circulars, letters, etc., including printed matter used in membership and fund-raising campaigns.

One of the principals of Ames & Norr will, if so desired, attend the meetings of the subscriber's directing boards and committees, for purposes of consultation in questions involving public relations.

This service includes all mechanical work such as mimeographing, typing, mailing, messenger service, etc.

All publicity is issued under the subscriber's name. The name of Ames & Norr does not appear on publicity releases. This firm functions in all respects like a member of the subscriber's own staff.

#### Expenses and Fees

This method of organization by which competent publicity workers devote part time to each of several clients makes it possible to carry on publicity work at minimum cost. The fee, payable to Ames & Norr monthly, is a matter of individual arrangement with each museum. Subscribers have the privilege of withdrawing from any agreement thus made upon one month's notice.

Ames & Norr has been established as publicity counsel in New York City for the past twelve years, during which time this firm has served a number of leading institutions, societies, trade associations and industrial corporations. It offers the following references:

#### References

Walter C. Teagle, President,  
Standard Oil Co. (New Jersey).



David Sarnoff,  
President, Radio Corporation of America,  
30 Rockefeller Plaza,  
New York, N. Y.

Dr. Henry A. Atkinson,  
General Secretary, Church Peace Union,  
70 Fifth Avenue, New York.

William F. Heide,  
Chairman, National Food Products Protective Committee,  
Care Henry Heide, Inc.,  
313 Hudson Street, New York.

Roscoe C. Edlund, General Secretary,  
Association American Soap and Glycerine Producers,  
386 Fourth Avenue, New York.

R. G. Knowland,  
Vice President and General Manager,  
Bigelow-Sanford Carpet Co. Inc.,  
136 Madison Avenue, New York.

J. A. Graham, President,  
Motor Improvements, Inc.,  
365 Frelinghuysen Avenue,  
Newark, N. J.

Will Hays, President,  
Motion Picture Producers and Distributors of America, Inc.,  
28 West 44th Street, New York.

A. M. Kelly,  
President, Wallace & Co.,  
Washington and Park Avenues, Brooklyn, N. Y.  
(Formerly president, National Confectioners' Association.)

National City Bank, (Park Avenue Branch),  
1 Park Avenue, New York.

October, 1933.

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